

## REMARKS

In the Office Action, the Examiner withdrew the objections to the drawings, to the abstract, and to the disclosure, withdrew the rejection of claim 10 under the second paragraph of section 112, and rejected claims 1 - 28 as anticipated by the Fields et al. reference.

### 35 USC 102(e)

The present invention provides a method and apparatus by which a provider of multimedia content may take an affirmative step to offer and provide the multimedia content to Internet sites. For instance, the distributor of a new movie would like to publicize the movie as widely as possible. The present invention enables the movie distributor, for example, to offer multimedia content, such as still images, video, and sound items relating to the new movie to publishers of web sites for inclusion on those web sites, so as to spread information about the movie. The provider of the content prepares a submittal to identify the content that is being offered.

The Fields reference, by contrast, provides a filter by which a host of an Internet site gathers and reuses content collected from other Internet sites. Field et al. talk at length in column 1, line 59 to column 2, line 37, about the premise of the filter disclosed in the patent, specifically that it is not necessarily easy to persuade a web content provider to share content on a low or no charge basis....The likelihood of finding many willing quality web content providers is even lower...It is unlikely that a web content provider who is essentially sharing his content for free will be willing to install special software or specially format his information for the hosting site...And further that the hosting site is unlikely to find many partners without some convincing demonstration that its reuse of the material will somehow benefit the original content provider in some way, much less endanger his revenue stream.

As such, according to Fields et al., the information is extracted by the web site operator wishing to use the information. No submittal by the provider of the multimedia content is disclosed in Fields. Applicants have reviewed the Fields reference with particular attention to the passages cited by the Examiner in rejecting the first element of the amended independent claims, namely column 4, lines 18 – 39 (claim 1); column 6, line 40, to column 7, line 64 (claim 14); column 4, line 17, to column 6, line 38 (claim 27); and column 6, line 61, to

column 7, line 64 (claim 28). No mention of a submittal by a provider is found in these passages.

The Examiner comments that the claim language does not state that the invention is used as an intermediary point between content providers and publishers. This feature of the invention is made more clear by amendment of claims 1, 14, 27 and 28. The claims therefore patentably distinguish over the cited art.

### Conclusion

Applicants respectfully request favorable reconsideration and allowance of the present application.

Respectfully submitted,

  
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on September 6, 2005.

